

***What is Claimed is:***

1. A method of collecting survey information relative to a transaction, comprising:  
receiving transaction information related to a transaction, the transaction information  
5 including consumer information and merchant information;  
comparing the consumer information with predetermined consumer information;  
comparing the merchant information with predetermined merchant information; and  
determining whether to invite the consumer to complete a survey related to the  
transaction.

2. The method of claim 1, wherein the consumer information includes a consumer  
identification code, and the predetermined consumer information includes information relating to  
consumers defined as prospective offerees.

3. The method of claim 1, wherein the predetermined merchant information includes  
information relating to categories of purchases, and wherein determining whether to invite the  
consumer to complete a survey includes determining whether the transaction corresponds to one  
of said categories of purchases.

4. The method of claim 3, wherein determining whether the transaction corresponds to one  
of said categories of purchases includes determining whether there is an unsatisfied quota of  
survey invitations for the particular type of transaction.

5. The method of claim 1, wherein determining whether to invite the consumer to complete a survey includes determining whether the transaction meets predetermined criteria and is a qualifying transaction.

5 6. The method of claim 5, further comprising:  
transmitting to the consumer an invitation to complete a survey relating to the qualifying transaction;  
receiving survey information from the consumer relating to the qualifying transaction;  
and  
processing the received survey information.

7. The method of claim 6, wherein the predetermined consumer information is provided by a party to the transaction other than the merchant.

8. The method of claim 7, further comprising:  
offering processed survey information to a merchant; and  
granting access to the processed survey information to the merchant.

9. The method of claim 1, wherein the transaction information includes a transaction record,  
the transaction record being in at least one of an electronic form and a digital form, and receiving transaction information includes receiving a set of transaction information regarding several transactions.

10. A method of collecting survey information relative to a transaction comprising:  
inviting consumers to participate in a survey program;  
receiving consumer information from participating consumers;  
developing historical consumer information for each of the participating consumers;  
5 receiving transaction information relating to a transaction, the transaction information  
including information relating to the consumer in the transaction;  
determining, using the information relating to the consumer in the transaction, whether  
the consumer in the transaction is a participating consumer; and  
determining, using the historical consumer information, whether to collect survey  
10 information from the consumer in the transaction.

11. The method of claim 10, wherein the information relating to the consumer in the  
transaction includes a consumer identification code, and the historical consumer information  
includes at least one of the number of invitations sent to the consumer and the number of surveys  
15 completed by the consumer.

12. The method of claim 10, wherein the transaction information includes at least one of the  
category of the transaction and the payment amount of the transaction, and determining whether  
to solicit survey information from the consumer in the transaction includes using at least one of  
20 the category of the transaction and the payment amount of the transaction.

13. The method of claim 10, wherein soliciting survey information includes transmitting a  
survey invitation to the consumer to the transaction, and the survey invitation includes  
instructions regarding the survey.

14. The method of claim 13, wherein the survey invitation includes a survey instrument.

15. The method of claim 13, wherein the transaction information includes a transaction record, the transaction record being in at least one of an electronic form and a digital form, and receiving transaction information includes receiving a set of transaction information regarding several transactions.

16. A system for collecting survey information relative to a transaction comprising:

a monitoring interface processing transaction information from the transaction, the transaction information including a transaction record with information relating to the consumer to the transaction, the transaction record being in at least one of an electronic form and a digital form;

a processor analyzing said transaction record relative to stored consumer information, the processor determining whether the consumer to the transaction is a participant in a survey and determining whether to solicit survey information from the consumer to the transaction; and

a participant interface enabling the consumer to the transaction to provide survey information.

17. The system of claim 16, wherein the transaction record includes information relating to at least one of the category of the transaction and a payment amount of the transaction, and said processor determines whether to solicit survey information based on at least one of the category of the transaction and the payment amount of the transaction.

18. The system of claim 16, wherein the information relating to the consumer to the transaction includes an identification code for the consumer to the transaction, and the processor

compares identification codes of consumers to transactions with predetermined identification codes of participants in the survey.

19. The system of claim 16, further comprising:

5 a merchant interface enabling a merchant to access analyzed survey information.

20. The system of claim 16, wherein the stored consumer information is provided by a party to a transaction other than the merchant.

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